

Notice of References Cited	Application/Control No. 10/625,655		Applicant(s)/Patent Under Reexamination PEARCH ET AL.	
	Examiner Michael H. Goldman		Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2003/0145323	07-2003	Hendricks et al.	725/34
*	B	US-2003/0200113	10-2003	Latta, John S.	705/1
	C	US-			
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	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N	IE 912562	01-1995	Ireland	STRACHAN, G	
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	John Phillip Jones, Single Source Research Begins to Fulfill Its Promise, Journal of Advertising Research May/June 1995
	V	Lin, Shen, Yeh, and Ding, Dynamic optimal control policy in advertising price and quality, International Journal of Systems Sciencwe ISSN 0020-7721
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.